FSC-166-B	11/12/97
SUBJECT: WINSTON "No Bull 5" Sweepstakes	

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE		Sales Rep
X	ROM				Retail Rep

(Sweepstakes void in MA, MI, VA and where prohibited by law.)

Objective: Provide program details of 1998 WINSTON "No Bull 5" promotion.

Purpose: Augment the scheduled 1998 WINSTON Package Promotions with an exciting sweepstakes offer designed to leverage WINSTON's No Bull positioning with the nation's fastest-growing sport - NASCAR/WINSTON Cup Racing.

Program Details

- The sweepstakes offer consists of 5 races, 5 drivers, $5MM to drivers, plus $5MM to consumers.

Driver

Race	Date	"No Bull 5" Drivers
Daytona	2/15/98	Top 5 Finishers at Talladega 1997
Charlotte	5/24/98	Top 5 Finishers at Daytona (2/15/98 Race)
Indy	8/2/98	Top 5 Finishes at Charlotte (5/24/98 Race)
Darlington	9/6/98	Top 5 Finishers at Indy (8/2/98 Race)
Talladega	10/11/98	Top 5 Finishers at Darlington (9/6/98 Race)

- If a "No Bull 5" driver wins a "No Bull 5" race, the driver will win $1,000,000.

Consumer

- There will also be a consumer sweepstakes where adult smokers will submit ballots for each race. Ballots will be available at retail stores. (IMPORTANT NOTE: No ballots will be included in the individual pack promotions.)

- If a "No Bull 5" driver wins a race, five consumers will be drawn as finalists for $1,000,000. They will be invited to attend the next "No Bull 5" race. One of the five finalists will win $1,000,000 at a drawing at the race.

Example:

1. Top five finishers at the Talladega 1997 race qualify as "No Bull 5" drivers for the Daytona race (2/15/98)

2. At retail, consumers can pick up a ballot for the Daytona race, fill in name, address and proper verification and mail.

3. If a "No Bull 5" driver wins the Daytona race, that driver wins $1MM. After the Daytona race, the names of five consumers will be drawn as finalists to win $1MM.

4. The five finalists will be invited to an all-expense paid trip to the next "No Bull 5" race (Charlotte 5/24/98). At the Charlotte race, one of the five finalists will be drawn as the Million Dollar winner of the Daytona race.

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5. If a "No Bull 5" driver wins the Charlotte race, that driver wins $1MM. After the Charlotte race, the names of five consumers will be drawn as finalists to win $1MM.

6. If a "No Bull 5" driver wins the Indy race, the process described above is repeated through all the "No Bull 5" races.

NOTE: Consumers need not select a winning driver. They simply need to enter the sweepstakes. However, the ballots must be postmarked no later than the day before the designated "No Bull 5" race.

Selling/Execution Details:

The success of this program depends on getting ballots and presence materials in place at retail.

PDI (Non-Race Specific)

Description	Item #	SKU Pack	Order Availability
"No Bull 5" Change Mat	537323	1 Per	12/4/97
"No Bull 5" Ceiling Dangler	537635	1 Per	12/19/97
"No Bull 5" Door/Window Decal	537620	1 Per	12/19/97
Time in Use: 1/2/98 - 10/11/98			

(Quantities **for all three items** have been allocated by region.)

Race-Specific Presence Materials:

Materials for the first race will feature the "No Bull 5" drivers for the Daytona race. These materials need to be placed at retail as soon as possible to ensure maximum exposure and participation in the first "No Bull 5" Sweepstakes. At the conclusion of the Daytona race, the Daytona race-specific presence materials should be replaced with the Charlotte race-specific presence materials (leveraging the new "No Bull 5" drivers). The availability date of these materials will be communicated to you in December.

It is critical that the race-specific presence materials be updated for each designated "No Bull 5" race. The ballots are the only exception and can be utilized throughout the year. Specific materials for the first race are as follows:

Daytona/Race Date: 2/15/98 (Retail Execution - January 5):

	Description	Item #	SKU Pack	Order Availability
•	"No Bull 5" Ballot Box Kit Contains: 1 Ballot Box 50 Ballots Rules Dangler with Chain Tear Pad with 50 Alternative Entries	537632	1 per	DSD from WINSTON 12/19/97. Additional quantities allocated by region.
•	5 x 3 "No Bull 5" Banner/Daytona	537641	1 per	12/19/97
•	WINSTON Paster/Daytona	537650	1 per	12/19/97
•	WINSTON Easel Card/Daytona Contains: Easel Card 50 Ballots	537644	1 per	12/19/97
•	WINSTON "No Bull 5" Ballots	537623	50 per	12/19/97

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One WINSTON "No Bull 5" Ballot Box Kit will be shipped to all contracted pack/CTS outlets with a carton volume of 75+ during the week of 12/19/97. Additional Ballot Box Kits and all other items have been allocated to the region level and should be distributed based on your unique marketplace parameters. Details on materials for the remaining four "No Bull 5" races will be communicated the first week of December.

This is an equity-building program which adds to our current momentum on WINSTON. The "No Bull 5" sweepstakes will be tied into all WINSTON national promotions in 1998. All resources associated with this program should be targeted to Partner accounts only.

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Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY

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